

Message Text

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PAGE 01 OTTAWA 03225 300233Z
ACTION EUR-12

INFO OCT-01 ISO-00 CIAE-00 DODE-00 PM-04 H-01 INR-07
L-03 NSAE-00 NSC-05 PA-01 PRS-01 SP-02 SS-15
USIA-06 TRSE-00 EB-08 SIL-01 LAB-04 /071 W
-----300239Z 072911 /14/45

P 291511Z APR 77
FM AMEMBASSY OTTAWA
TO SECSTATE WASHDC PRIORITY 3291
INFO AMCONSUL MONTREAL
ALL OTHER AMCONSULS CANADA POUCH

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(
CORRECTED COPY DUE TO LINE OMISSION BETWEEN
LINES THIRTEEN AND FIFTEEN)

E.O. 11652: NA
TAGS: PGOV, CA
SUBJECT: NATIONAL UNITY ISSUE IN POLL RESULTS

1. IN ANSWER TO GALLUP POLL QUESTION, "WHAT DO YOU THINK
IS THE MOST IMPORTANT PROBLEM FACING THIS COUNTRY TODAY,"
FOURTEEN PERCENT ANSWERED NATIONAL UNITY, WHEREAS FORTY-
FOUR PERCENT ANSWERED INFLATION/HIGH PRICES AND EIGHTEEN
PERCENT NOTED UNEMPLOYMENT. POLL PUBLISHED APRIL 13 AND
WAS CONDUCTED IN MID-MARCH.

2. LAST SUCH POLL IN SEPT 1976 (BEFORE PARTI QUEBECOIS
VICTORY IN QUEBEC) SHOWED ONLY FOUR PERCENT MENTIONING
NATIONAL UNITY WITH FIFTY PERCENT FOR INFLATION AND NINE
PERCENT FOR UNEMPLOYMENT. IN EARLIER POLLS SINCE 1974,
CITATION OF NATIONAL UNITY SO SMALL THAT IT INCLUDED IN
"OTHER" CATEGORY.

3. COMMENT: INCREASE IN NUMBER OF THOSE CITING NATIONAL
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UNITY AS PRIMARY PROBLEM IS UNDERSTANDABLE BUT, IN VIEW OF
MAJOR PREOCCUPATION OF MEDIA AND POLITICIANS WITH THIS
ISSUE, IT IS SOMEWHAT SURPRISING THAT FIGURE IS NOT LARGER.
EXPLANATION PRESUMABLY IS THAT POCKETBOOK ISSUES WILL
ALWAYS LOOM LARGER THAN OTHER ITEMS NO MATTER WHAT FOCUS
OF MEDIA ATTENTION IS. BUT THIS EXPLANATION ITSELF RAISES
ANOTHER PUZZLEMENT. PM TRUDEAU'S POLLING FORTUNES HAVE

EXPERIENCED DRAMATIC RECOVERY OVER PAST SEVERAL MONTHS AND
NEARLY EVERYONE HAS ASCRIBED THIS TO ELECTORATE'S VIEW OF
HIM AS NATIONAL FIGURE MOST CAPABLE OF HOLDING COUNTRY
TOGETHER. EARLIER, HE AND LIBERALS WERE FARING BADLY IN
POLLS AND MOST ASCRIBED THIS TO THEIR HANDLING OF ECONOMY.
IT SEEMS ELECTORATE IS NOW WILLING TO OVERLOOK POCKETBOOK
ISSUES WHEN RATING POLITICAL LEADERS AND PARTIES BUT NOT
WHEN RATING ISSUES. ENDERS

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: NATIONALISM, REPORTS, PUBLIC OPINION POLLS
Control Number: n/a
Copy: SINGLE
Sent Date: 29-Apr-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 22 May 2009
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977OTTAWA03225
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: |
Expiration:
Film Number: D770149-0221
Format: TEL
From: OTTAWA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t1977049/aaaaahjg.tel
Line Count: 70
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 886379aa-c288-dd11-92da-001cc4696bcc
Office: ACTION EUR
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 22-Dec-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2903706
Secure: OPEN
Status: NATIVE
Subject: NATIONAL UNITY ISSUE IN POLL RESULTS
TAGS: PGOV, CA
To: STATE
Type: TE
vdkgvwkey: odhc://SAS/SAS.dbo.SAS_Docs/886379aa-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009